

The background features decorative wavy shapes in two shades of blue (a medium blue and a lighter sky blue) in the corners, creating a modern, organic feel.

FALL 25' INFORMATIONAL

# BACA

Business Analytics and Consulting Association


# INFORMATIONAL OUTLINE

- About Baca **01**
- Meet the Team **02**
- Application Process **03**
- Meetings **04**
- Closing Questions **05**



# MEET BACA

We are an organization offering students the chance to gain relevant experience, accelerate their professional development, and connect with industry leaders through through guest speakers and hands-on learning.



# 01

## Our Vision

---

We envision positioning Texas A&M as a leader in consulting and analytics excellence through developing strong corporate partnerships, ensuring measurable professional growth for all our members.

# 02

## Our Values

---

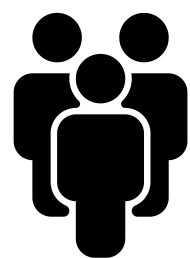
Three things we want you to take away from your time with us are:

- Professional Growth
- Connect With Others
- Strengthen Your Skillset



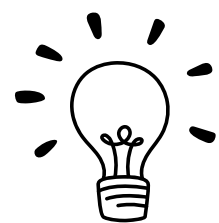
## Professional Growth

Regular speaker meetings, networking opportunities, and technical skill workshops will help you stand out to employers in your interviews and internships.



## Connection

BACA allows you to jump on to companies radar while also supplying a network of meaningful ties in the business world and beyond.

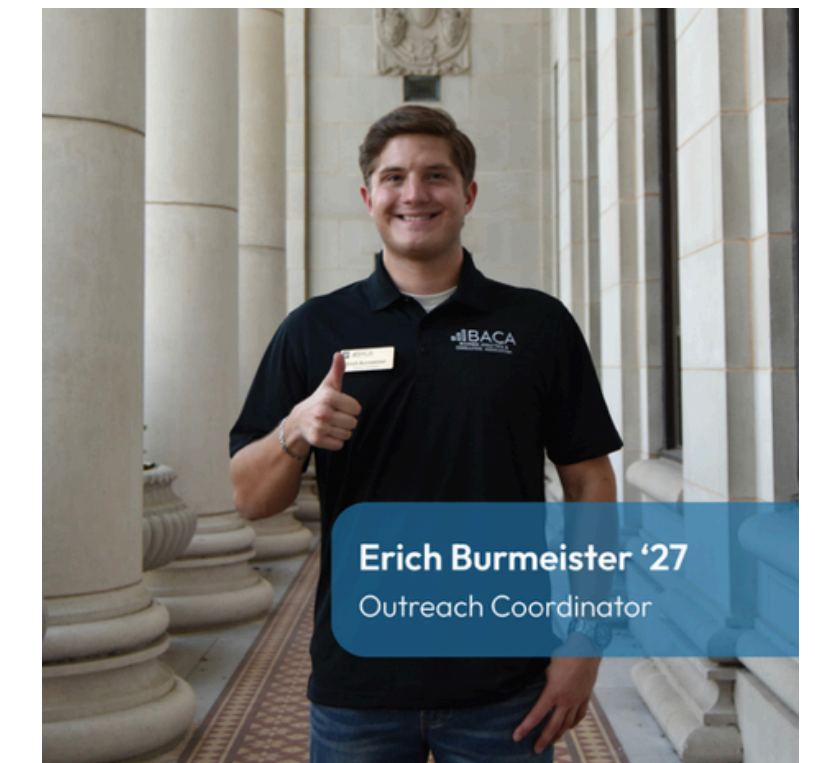


## Enhanced Technical Skills

Through workshops, case competitions, and LinkedIn Learnings, BACA preps you for entering the workforce by fine-tuning your technical skills.



# Meet the Officers

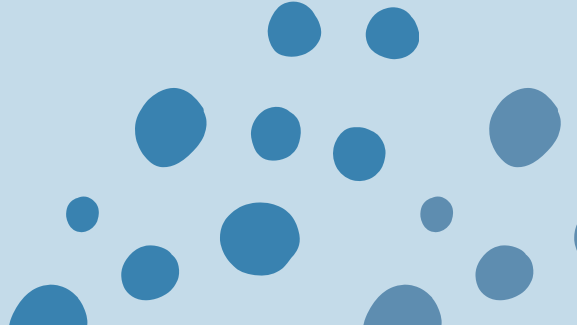






# Speed Dating!

Get to know your peers!!





What is *your* go-to comfort food?



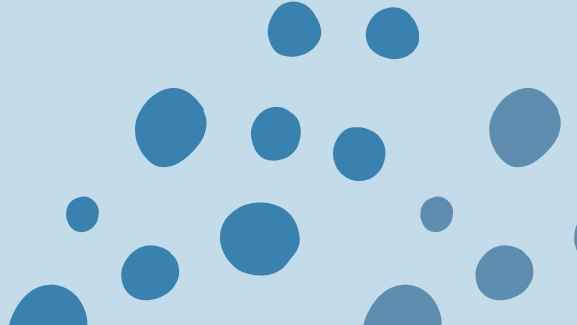




If you had a free day tomorrow,  
how would you spend it?



What's your favorite campus spot?





What's a hobby you picked up  
recently (or want to)?

# WHAT IS ANALYTICS?

PROCESS OF DISCOVERING, INTERPRETING, AND COMMUNICATING SIGNIFICANCE PATTERNS IN DATA



## → **Data Visualization**

◆ Tableau, Power BI

## → **Machine Learning**

◆ Branch of AI

## → **Business Statistics**

◆ Decision Making

## → **Time Series Forecasting**

◆ Prediction of Events

# WHAT IS CONSULTING?

Creating strategic plans and deliver advice  
based upon your client's needs

## Types of Consulting



Strategy Consulting



Marketing Consulting

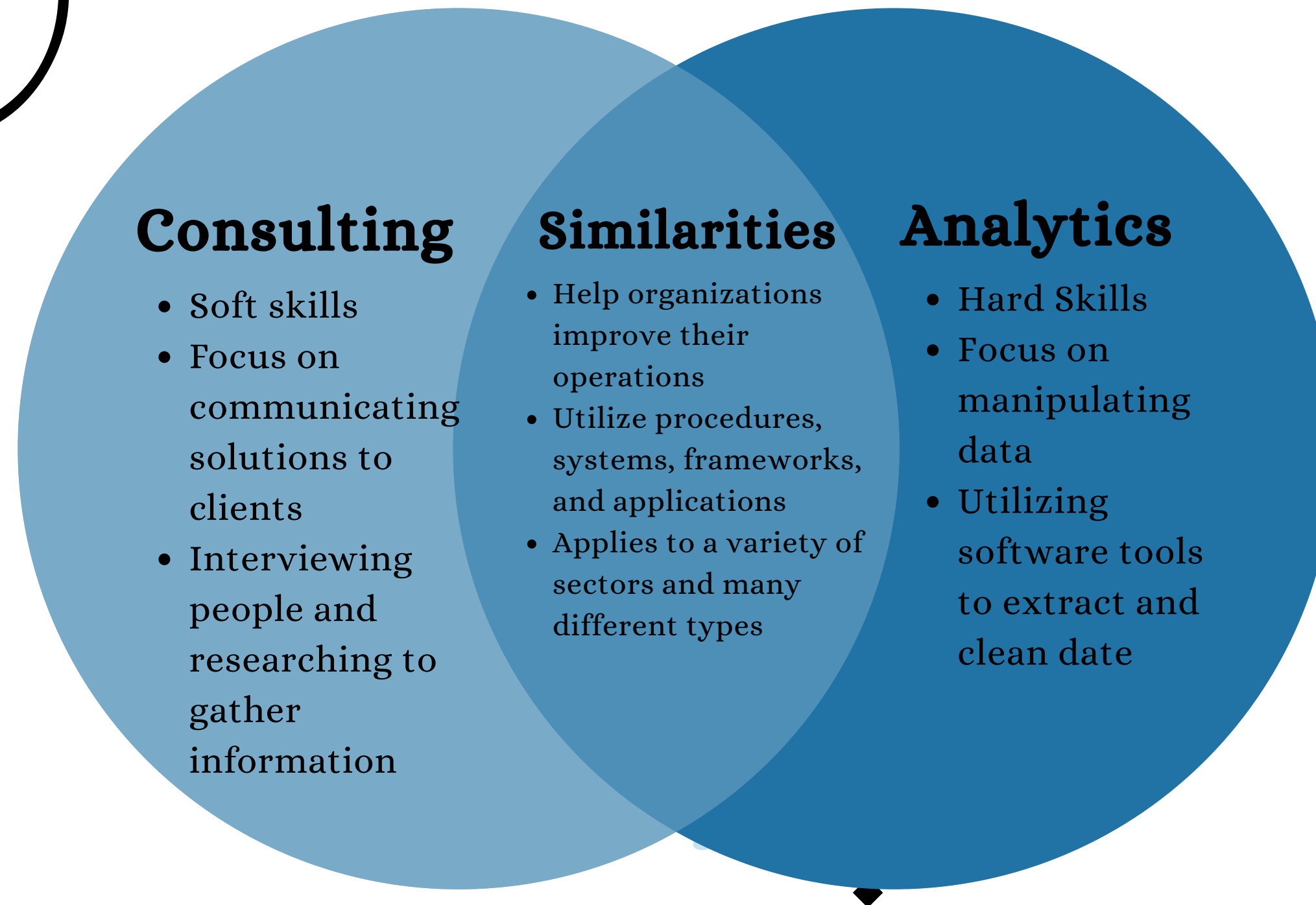


IT Consulting



Financial Consulting

# CONSULTING VS. ANALYTICS





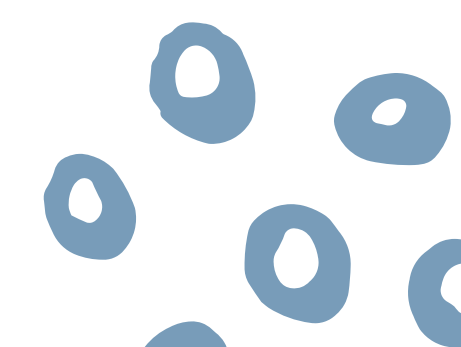
# PROFESSIONAL DISTINCTION

\*The ONLY Texas A&M organization that offers a  
***Professional Distinction in Analytics & Consulting***  
from Mays Business School Marketing Department



# HOW IT WORKS

You need to earn a total of 400 points in one semester!

- Add the professional distinction to your resume
  - Earn medal at graduation if you do 4 semesters
  - Points are visible semester round through Flare
- 

# PROFESSIONAL DISTINCTION POINTS



## Speaker Meetings/ Workshops

Will have companies or speakers talking about analytics or consulting

- How to earn most points
- Typically in WBCA 161

## Social Events

Will usually take place off campus

- More casual
- Make new friends!

## Volunteering Events

Weekend group events

- Will vary in points

## Professional Development

Activities you do outside of our organization

- Career Fairs
- LinkedIn Learnings
- Data / Case Competitions

# OTHER RESOURCES



## Member Repository

Connect with other  
members on LinkedIn



## Opportunity Repository

Learn more about internship/ job  
openings and competitions



## Network Meals

Have chances to meet your officers  
and fellow members for lunch

# APPLICATION PROCESS

## Step 1

Go to our website  
[tamubaca.com](http://tamubaca.com)

## Step 2

Under “Membership” tab,  
fill out application

## Step 3

If accepted, receive email  
with more information

## Step 4

Pay Dues  
\$30 per semester OR  
\$50 per year

## Step 5

Within a week, you will be  
added to the Flare

## Step 6

Celebrate!

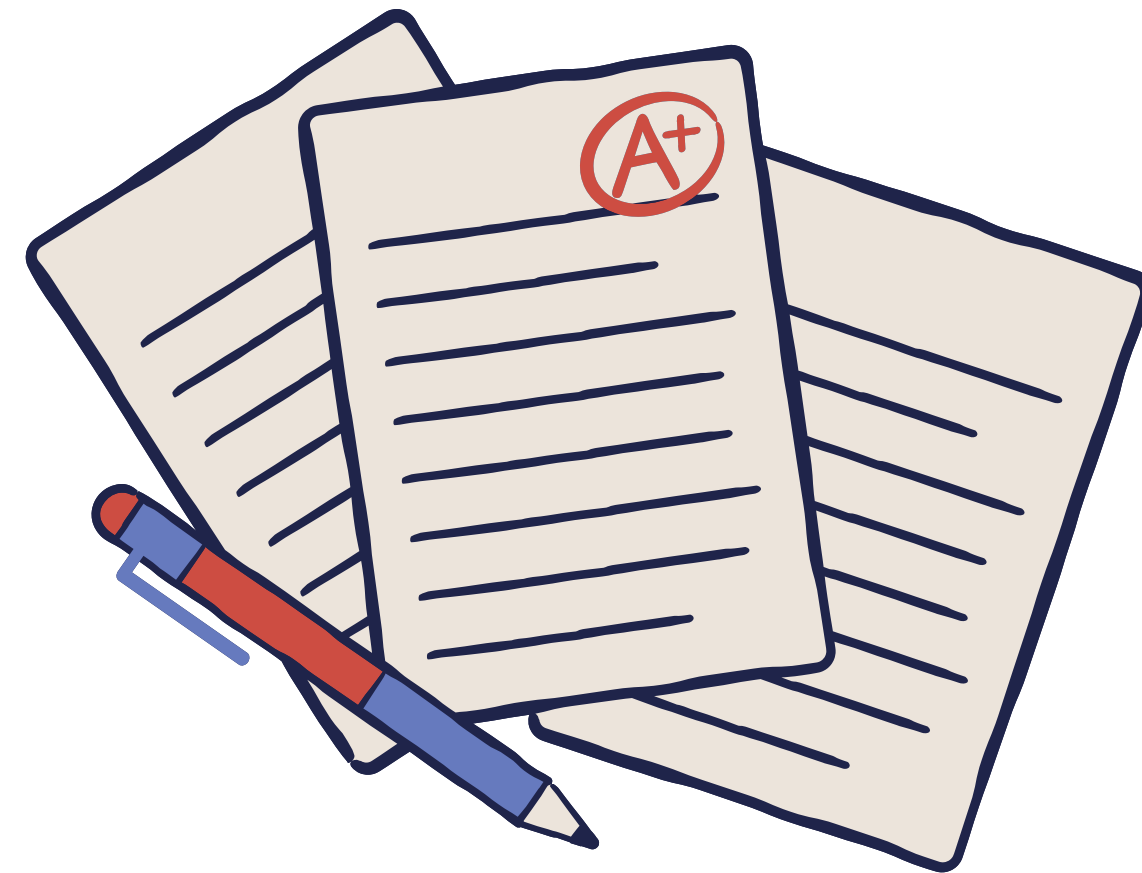
**Dues are \$30 for the semester and \$50 for 2 semesters**



# APPLICATION ADVICE

## Short Essay Question

- Check your grammar
- Display Interest in the organization and tell us about yourself
- Put in effort into your paragraph(s)



\*Note: There is no cap on the number of members we can accept

# BUSINESS ANALYTICS AND CONSULTING ASSOCIATION

## *Why BACA?*

- Explore the Analytics & Consulting Fields
- Meet Industry-Leading Companies
- Get Hands-On Experience
- Open to All Majors and Classifications



Application



Website

Earn Your Professional Distinction in  
Analytics & Consulting

Scan the QR code to learn more and apply!



QUESTIONS?

# STAY CONNECTED

Follow us on Instagram



Email us



# ATTENDANCE

